

MEMBERSHIP PROMOTION COMMITTEE
Report to Members Council
From the meeting of Saturday, June 22 2019, Kansas City, Missouri

Members

Michelle Swanson, Chair
Carrie Kelty, 1st Vice Chair
Erik Sanchez, 2nd Vice Chair
Lee Feigenbaum (I) **Absent**
Genevieve Lussier (II)
Patrick Marks (III)
Brian Justice (IV)
Adam Doubblestein (V)
Daniel Chudecke (VI)
Casper Briggs (VII)
Alan Neely (VIII) Absent
Jonathan Smith (IX)
Meg Gates (X)
Greg Fluter (XI)
Florentino Rodriquez (XII) Absent
Henry Yeo (XIII)
Monica del Fresno (XIV)
Mohamed Ibrahim(RAL)
Russell Lavitt , Board Ex-Officio

Guests

Bryan Holcomb
Mark Miller
Marites Calad
Spencer Moresch

Alyse Falconer
Ben Oliver
Cameron Labunski
Joyce Abrams

Staff

Daniel Gurley
Anne Wilson

Incoming Members

Jason Urso R-I Allowed Vote
Julia Call R-V
Cecilia Garay R-VIII Allowed Vote
Dan Russell R-IX
Louise McKenzie R-XI
Dan Rogers R-XII

Call to Order at 8:02 am

Motion to allow incoming RVCs from Region I and VIII to vote since the current RVC was absent made by Casper Briggs, seconded by Brian Justice, carries unanimously.

Motion to accept minutes as written from Atlanta made by Patrick Marks, seconded by Daniel Chudecke, vote count, 13-0-2, CNV. Motion passes.

Motions

Motion 1: Consolidate Society electronic mailings into a weekly email, published by the marketing department, regarding all industry news relevant for the week.

Background: The last survey sent to ASHRAE new members indicated that people feel they receive too many emails from ASHRAE (see list below). When we send our members too many emails, it results in the dilution of all news which negatively affects the desired result of keeping our members involved. However, if all the emails relevant for that week were submitted, then consolidated by the ASHRAE marketing staff into one email with several links to all subjects, it may increase the opening rate. It is possible that our members will receive more ASHRAE information by implementing this consolidated format. Additionally, the member could click on subjects of interest which may deter members from electing to “unsubscribe” to ASHRAE emails. The weekly email could be formatted to be visually pleasant with icons imbedded with links on which to click. The emails to consolidate would be from the following sources:

- eSociety (Sent monthly to all 57,000 members)
- Government Affairs Update (Sent bi-weekly to an estimated amount of 3,000 people)
- Digital Journal. (Sent monthly to members and subscribers, estimated 40,000 people)

- HPB Magazine (Sent monthly to subscribers and members, estimated 63,000 people)
- HVAC&R Industry (Sent weekly to an estimated amount of 93,000 people)
- ASHRAE Journal Newsletter (Sent monthly to an estimated amount of 60,000 people)
- Keynotes – (Sent monthly to volunteers only, estimated amount of 800 people).
- YEA Connection (Sent quarterly to members under 35 to an estimated amount of 12,000 people in June, September, December and March)
- Student News (Sent bi-monthly to Student Members only, estimated amount of 6,000 people)

Fiscal Impact: Zero

15-0-0 CNV Motion passes

Motion 2: To amend the ASHRAE Bylaws Article II to change the print grade “Member” to “Senior Member”.

Background: Upgrading the ASHRAE membership grade is a PAOE point as well as a main agenda item for the Chapter MP Chairs. However, the explanation of the capital “M” Member category is often convoluted, and the members have trouble understanding why they should upgrade because they are already a “member.” Internationally, the distinction between Associate and Member is extremely important, so the member grade and the advancement is a vital piece of our Society, but to simplify the process and emphasize the importance of the title, we propose the current “Member” grade be renamed to “Senior Member.” This is a general term that manufacturer representatives, contractors, consultants, architects, and other facets of our society can easily identify with as a prestigious title to recognize our members for acquiring the professional experience within the HVAC industry and their dedication to the ASHRAE Society. All other member grades would remain the same as currently.

Fiscal Impact: Zero

15-0-0- CNV Motion Passes

Motion 3: To update the Membership Promotion Manual of Procedures to remove the Green Ribbon Award.

Background: The Green Ribbon Award was to honor the highest number of online transactions, which is no longer relevant in the 21st century. The red lined

Fiscal Impact: Approximate savings of \$120.

14-0-1, CNV, Motion Passes

Motion 4: Create a new award (Limelight Award) for the MP Chair for each region with the highest net positive growth on a percentage basis. The award will be awarded at the CRC at each region.

Background: The creation of this new award is intended to recognize the efforts of chapter chairs with the highest membership growth. There isn’t currently an award to recognize the chapters with the highest chapter growth. Having the award based on a percentage basis will provide an equal opportunity for small and large chapters to compete on a level playing field. This new award will provide an opportunity to recognize chapters solely on a percentage growth basis. We recommend a thermally insulated travel mug that has the name of the award and the ASHRAE logo as the award. Actual award will be chosen by the ASHRAE Membership Promotion Staff based on budget.

Fiscal Impact: Approximately \$450.

15-0-0, CNV, Motion Passes

Motion 5: Society to review the reasons why emails from society sent via the external mail client have been black listed by many commercial spam filters.

Background: The MP committee has heard from a number of members that they do not receive emails from society such as press releases and newsletters due to corporate spam filters used by their company.

Fiscal Impact: \$0

14-0-0, CNV, Motion Passes

Referred Motions: None

Information Items to report to Members Council:

- The Committee requested Membership and Marketing staff to create an annual campaign that utilizes Connect a Colleague and to provide a free Winter Meeting registration for a referrer and a referee that joins ASHRAE as a new member.
- The Committee is investigating the possibility of how ASHRAE can work with Companies to provide additional value by providing benefits or bulk memberships. The Committee recognizes this is out of the box thinking, and will require intense research but is looking at ways to grow membership.
- The Committee is actively investigating how to build the value proposition for members and will be seeking input from a variety of members and will ask to work with other ASHRAE groups that control aspects of the ASHRAE member experience. These include the Finance Committee, Publication & Education Council, and various Ad Hoc Committees that Membership Promotion does not have representation.

Additional Information Items:

1. Retention:

As of May 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2018	56,508	39,441	3,627	5,508	2,085
2019	57,088	39,076	3,946	5,630	2,437

- a) The developing economies membership program is in its ninth year. In July 31, 2008, just after it began, there were 135 members participating. As of May 31, 2019, there were a total of 1,242 (includes all new grades that were added) members participating.

2. Chapter Chair Training & Development:

- a) MP hosted Centralized Trainings in Kansas City and trained a total of 58 MP Chairs.

- b) CCTD continues to identify training deficiencies and offer tools to chapter MP Chairs to assist with AHSRAE's growth goal.
 - c) Set a goal to train 60 MP Chairs in Austin.
 - d) Regions I-XII are invited to Kansas City, Regions XIII, XIV, and RAL will attend the international one in Malaysia.
3. Recruitment:
- a) Brainstorm the tangible benefits of ASHRAE, networking, access to knowledge, and professional growth.
 - b) Put forth multiple motions to increase membership joins.
 - c) Action items to staff
4. Member Communication:
- a) Exploring possibilities with the App.

Motion to adjourn, unanimous voice vote.

Adjourned at 3:00 pm